



Checklist 1: Website & Domain Setup Checklist

Project Name: _____

Date: _____

Yes No

Welcome to the first checklist of the Newbie Marketer series. Before purchasing the domain please ensure everything in this checklist is covered. It's important as you might run into branding issues or copywriting issues later.

Domain Name Research

- 1 Visit NameMesh.com and write down keywords that relate to what you would like to purchase.

**TIP - If this is your first domain and want to use for all around purposes such as your blog, landing pages, products and anything else you wish, pick something general. You only need one domain when starting off, or in many cases for life. It could be your name.*

- 2 Here are a few keywords that you can add to your list in NameMesh.com that are popular marketing works which will help you find a good domain.

*Digital
Market
Research
Content
Affiliate
Social
Hacks
Funnels
Internet
Marketing*

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- 3 Check that you are not including any branded or copyrighted names in your domain choice.

TIP - Use <https://www.trademarkia.com/> to search. A common mistake is people using Facebook, Youtube or Amazon, Celebrity Names or Brand Names. Avoid this.

- 4 Search Google for your domain with and without spaces.

** TIP - We've learned this hard way in the past a few times. Between adult sites showing up when we use LIVE in the domain and charity events, books for top authors and previous products we cannot outrank. Put the 2 minute in and do this search before moving forward.*

- 5 Search Facebook using your chosen domain name without spaces looking for information that might put you off from purchasing that domain.

- 6 Use <https://www.namecheckr.com/> to see if that name is available on various social media sites.

Facebook
YouTube
Twitter
Instagram
Pinterest

** TIP - Above are the most important sites when it comes to branding your business and exposure. It can be difficult to get all as there are so many Fan Pages, Twiter a/c's etc so at times you'll need to adjust the name. Think wisely or even use your name again.*

Purchasing & Setting Up Your Domain Part 1

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7 Visit <https://NameCheap.com> and enter your domain name.

** NOTE - I am using NameCheap for the rest of this guide to give you a clear guide using this company to purchase your domain, Every company is different.*

8 Click Add To Cart

9 Turn On Auto Renewal

10 Click Confirm Order

11 Under Create Account fill out all the details

12 Click Create Account and Continue

13 Fill out your address and phone number details and click continue.

14 For Billing, Contact, Admin & Tech Contact Details leave unless needed to change and click continue.

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- 15 Choose your payment method and click continue.
- 16 It might take a few hours for your order to be confirmed. Sit tight and wait 24 hours if the case.
- 17 Inside your NameCheap dashboard click on Manage beside your domain name.
- 18 Under Nameservers you will need to change to to the Nameservers provided by your hosting company. We'll return to this in part of on domain setup.

Hosting Setup

I'll be using Hudson Valley Host for this setup from start to finish. The company is cheap, offers good support and everything you need to get started.

You can use Coupon Code: 25offirst to receive a 25% discount on your first month.

- 1 Visit <https://www.hudsonvalleyhost.com/>
- 2 In the top menu click Web Hosting
- 3 Choose Beginner or other if required and click Order Now

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- | | | |
|----|--|---|
| | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Choose I will update my nameservers on an existing domain | <input type="checkbox"/> <input type="checkbox"/> |
| 5 | Enter your domain name (domain in the first box and prefix in the second) | <input type="checkbox"/> <input type="checkbox"/> |
| 6 | Click Continue | <input type="checkbox"/> <input type="checkbox"/> |
| 7 | Choose your billing cycle and click continue | <input type="checkbox"/> <input type="checkbox"/> |
| 8 | Review your details and click Checkout | <input type="checkbox"/> <input type="checkbox"/> |
| 9 | Complete all the details (Email, Name, Address, Password, Security Question) | <input type="checkbox"/> <input type="checkbox"/> |
| 10 | Click Agree to Terms & Conditions | <input type="checkbox"/> <input type="checkbox"/> |
| 11 | Click Complete Order | <input type="checkbox"/> <input type="checkbox"/> |

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- 12 If your order is flagged for review you will need to complete a form with details and submit for approval. You will see the link by visiting the support desk.
- 13 Either you'll be taking to Payment Checkout if everything is clear or you'll need to add funds to your account if there was a waiting time for review.
- 14 To add funds click on Billing to the top menu and Add Funds
- 15 Once your account is Active you can move to the next part.

Purchasing & Setting Up Your Domain Part 2

- 1 Login into NameCheap
- 2 Click on Manage under your domain
- 3 Under Nameservers choose Custom DNS.
- 4 In the welcome email from Hudson Valley Host you would have received information on your nameservers. You'll see <http://ns29.allsitecontrol.com> and <http://ns30.allsitecontrol.com>. Copy this
- 5 Paste inside NameCheap under Nameserver 1 and nameserver 2

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- 6 Click the Tick to save.
- 7 You'll need to wait 24 - 48 hours for the domain to update to the new nameservers.

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CHECKLISTS WITH PRIVATE
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